

Title (en)

ADVERTISEMENT INFORMATION MANAGEMENT METHOD, ADVERTISEMENT INFORMATION MANAGEMENT DEVICE, AND
ADVERTISEMENT INFORMATION MANAGEMENT PROGRAM

Title (de)

VERFAHREN, EINRICHTUNG UND PROGRAMM ZUR VERWALTUNG VON WERBEINFORMATIONEN

Title (fr)

PROCÉDÉ DE GESTION D'INFORMATIONS DE PUBLICITÉS, DISPOSITIF DE GESTION D'INFORMATIONS DE PUBLICITÉS ET
PROGRAMME DE GESTION D'INFORMATIONS DE PUBLICITÉS

Publication

EP 2202680 A4 20111228 (EN)

Application

EP 07829829 A 20071015

Priority

JP 2007070095 W 20071015

Abstract (en)

[origin: EP2202680A1] Disclosed are an advertisement information management method, an advertisement information management device, and an advertisement information management program with which, using keyword information, it is possible to readily recognize which advertisement information a call has been made based on without the need to prepare many phone numbers. This advertisement information management method includes: acquiring voice information 23 vocally inputted in a received call; extracting text information 24 included within the voice information 23 by phonetically analyzing the voice information 23; and extracting advertisement information 9a associated with keyword information 21a corresponding to the text information 24 from an advertisement information database D4 built with keyword information 21 and advertisement information 9 associated with each other.

IPC 8 full level

G10L 15/26 (2006.01); **G06Q 30/00** (2012.01); **H04M 3/42** (2006.01); **H04M 3/493** (2006.01); **H04M 11/10** (2006.01)

CPC (source: EP US)

G06Q 30/02 (2013.01 - EP US); **G06Q 30/0251** (2013.01 - EP US); **G10L 15/26** (2013.01 - EP US); **H04M 3/493** (2013.01 - EP US); **H04M 11/10** (2013.01 - EP US); **G10L 2015/088** (2013.01 - EP US); **H04M 2201/40** (2013.01 - EP US)

Citation (search report)

- [I] US 2007174258 A1 20070726 - JONES SCOTT A [US], et al
- [I] EP 1791114 A1 20070530 - SWISSCOM MOBILE AG [CH]

Designated contracting state (EPC)

AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IS IT LI LT LU LV MC MT NL PL PT RO SE SI SK TR

DOCDB simple family (publication)

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US 2010205056 A1 20100812; WO 2009050773 A1 20090423

DOCDB simple family (application)

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